

THE MAUTIC UPDATE

MAUTIC
CONFERENCE
EUROPE
2021

@RCheesley 

Ruth Cheesley (she/her)

Mautic Project Lead @ Acquia

18+ years using and contributing to open source projects

Located in Ipswich, UK

Working full time supported by Acquia as Project Lead for Mautic.



@RCheesley 



Our First (Last) In Person Event

- 1st November 2019 – Contribution Day in Amsterdam (after DrupalCon Amsterdam)
- Implementing team structures
- Getting started with the immense task that would become the Mautic 3.0 release

THANK YOU EVENT SPONSORS!



Thank you to our Mautic Community Partners

- Contribute financially to support Mautic, AND
- Actively contribute on a consistent basis within the community across our monitored channels.



mau.tc/partners



- ▶ Recap on past year
- ▶ Results from the Community Survey
- ▶ Strategic Initiatives
- ▶ Roadmap

The background features a gradient from orange on the left to blue on the right, overlaid with a complex network of white circuit-like lines and dots. A large, dark blue circle with a white border is centered in the image.

MAUTIC: A HISTORY LESSON

A BRIEF HISTORY OF MAUTIC



2020 - 2021



Jan-Jun 2020

Team Leads appointed
First team meetings held
Ran our first virtual sprint (yay covid!)
Accepted in Google Season of Docs
Mautic 3.0 released



Jul-Dec 2020

Established Open Collective and
GitHub Sponsors
First ever MautiCon event
Launched Strategic Initiatives
Launched Tiger Teams
3.1 & 3.2 releases



Jan-Jun 2021

First major security release
3.3 release
Community Partners Program
Introduced new release process
Restarted Mautic Newsletter
FundOSS

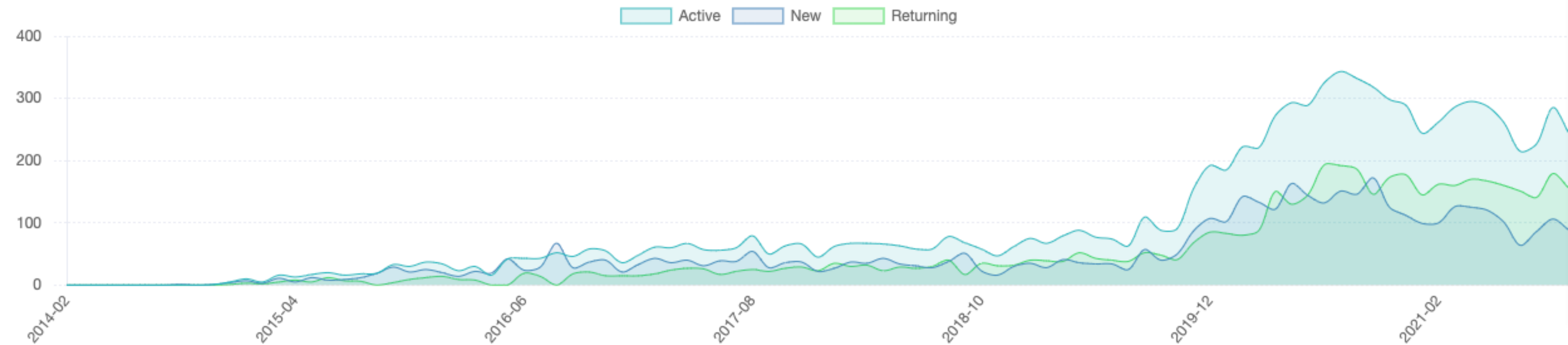


Jul 2021-Now

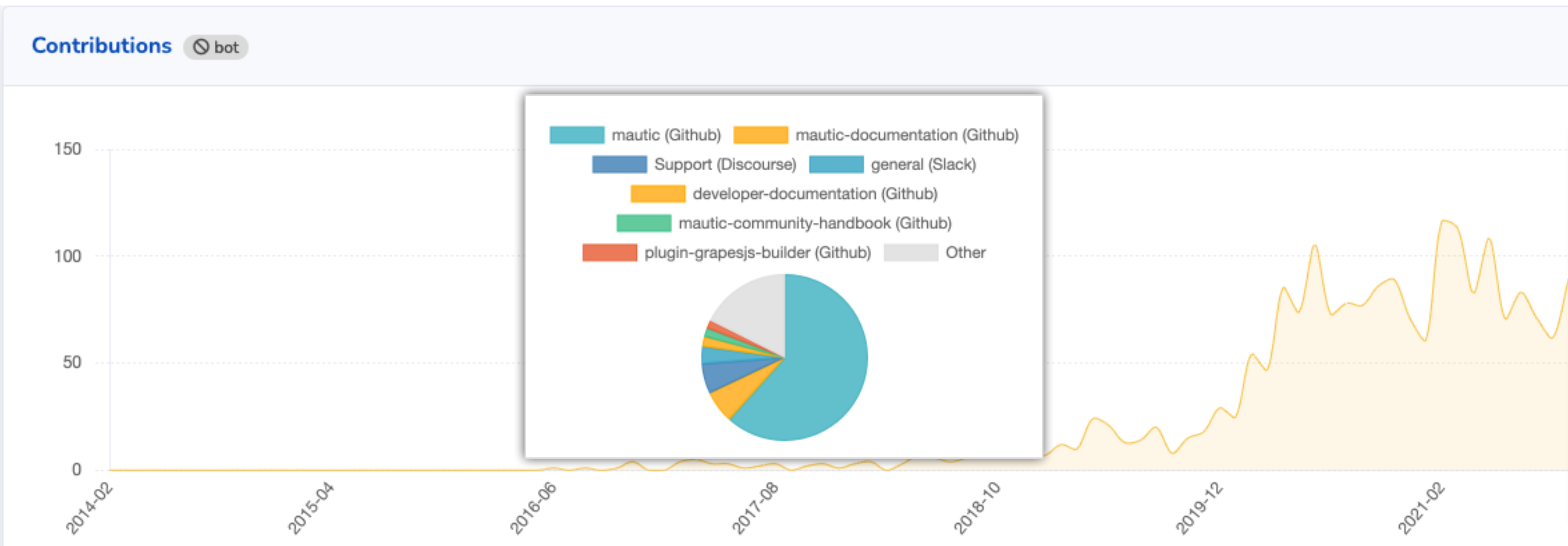
Mautic 4.0 released
Community Survey
RFP Process
First in-person Conference 🎉

@RCheesley 

A Growing Community



Growing Contributions



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MAUTIC COMMUNITY SURVEY

01.

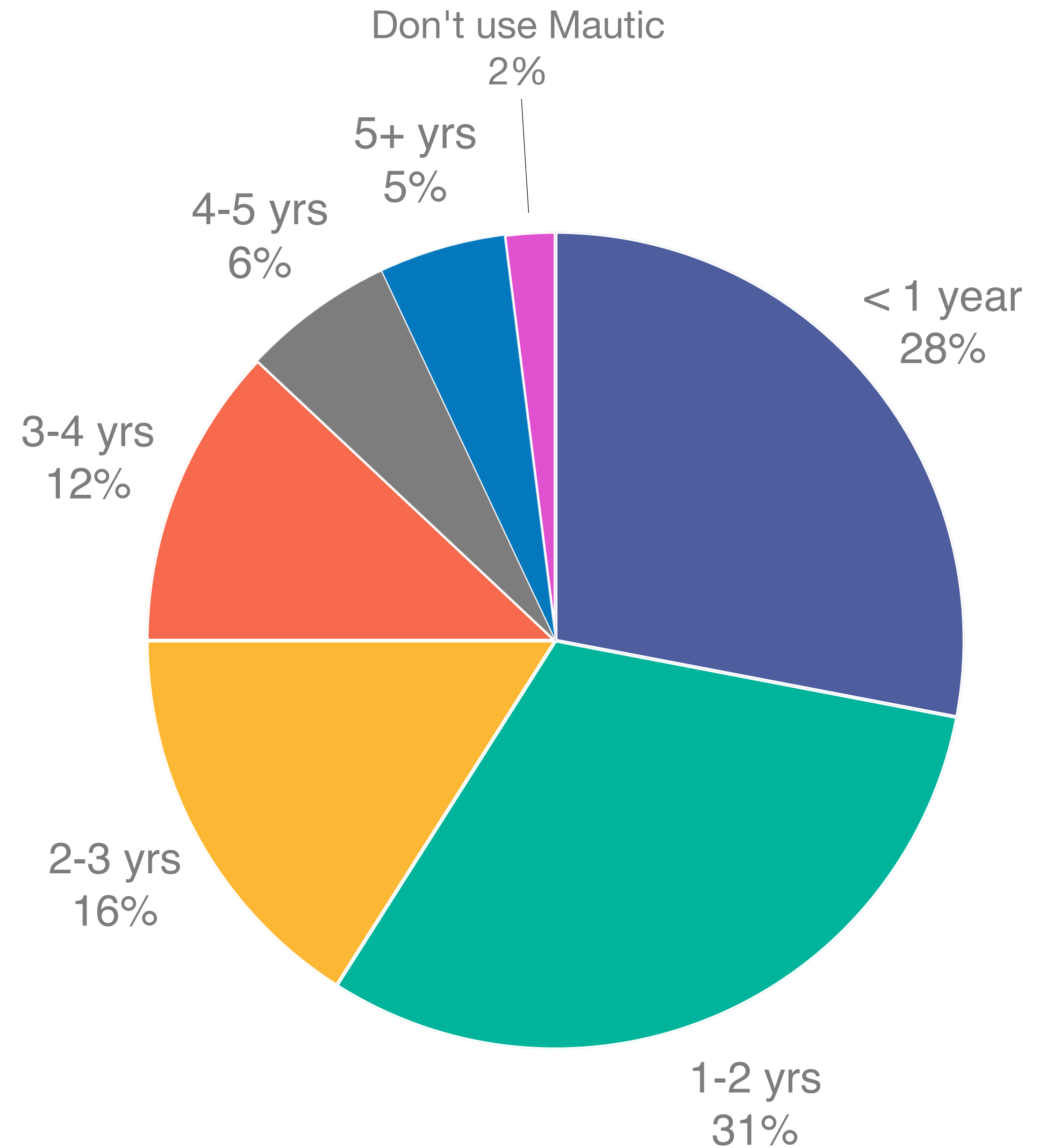
How long have you been using Mautic?

The majority of respondents to the survey only started using Mautic since 2019.

Only 23% of respondents have been using Mautic since prior to this date.

82 responses

mau.tc/2021-survey



02.

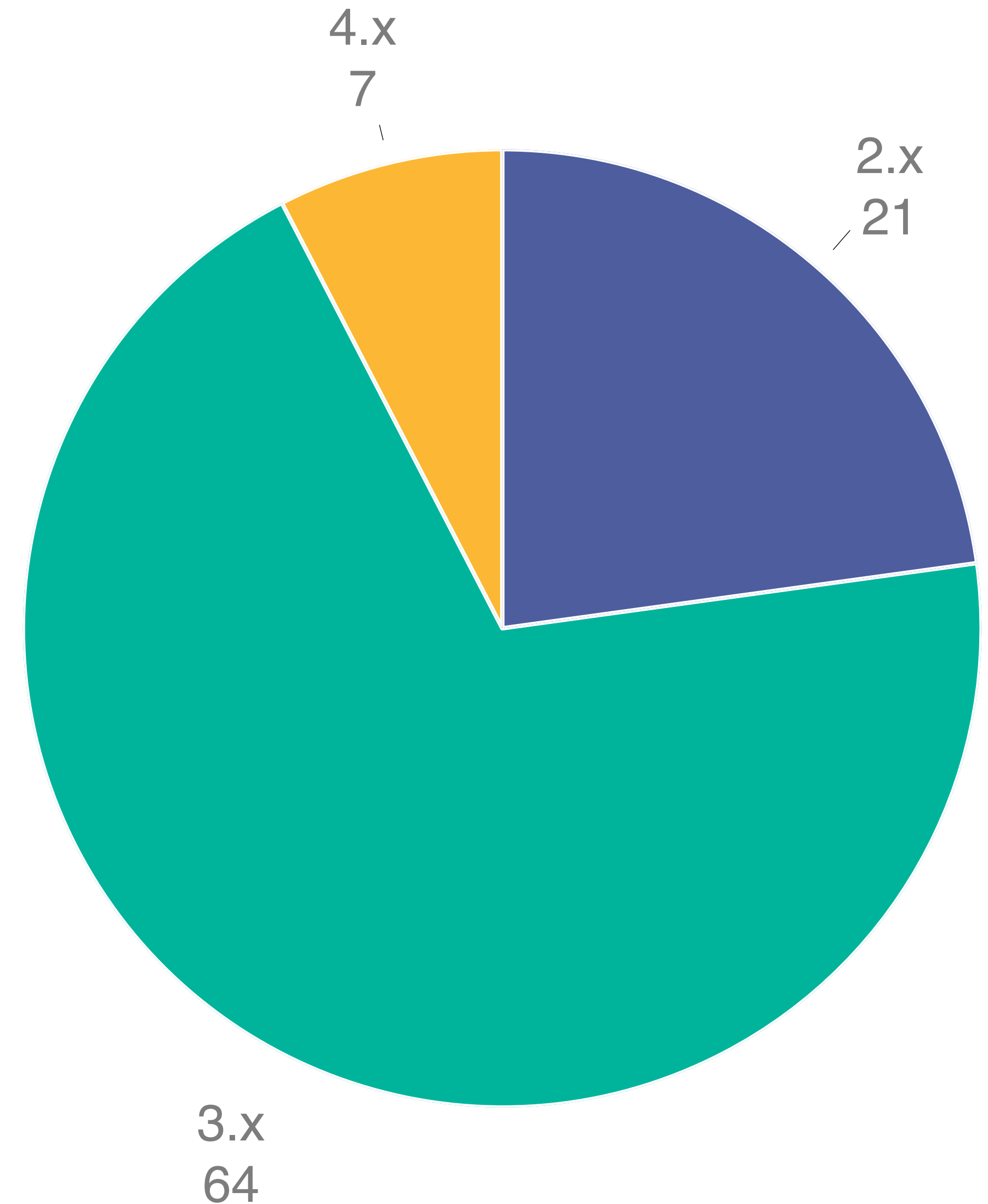
Which version of Mautic are you using?

Most respondents are running 3.x but there are still a lot of people using 2.x.

Most respondents are only running 3.x but around a quarter are running a mix of both 2.x and 3.x.

74 responses

mau.tc/2021-survey



03.

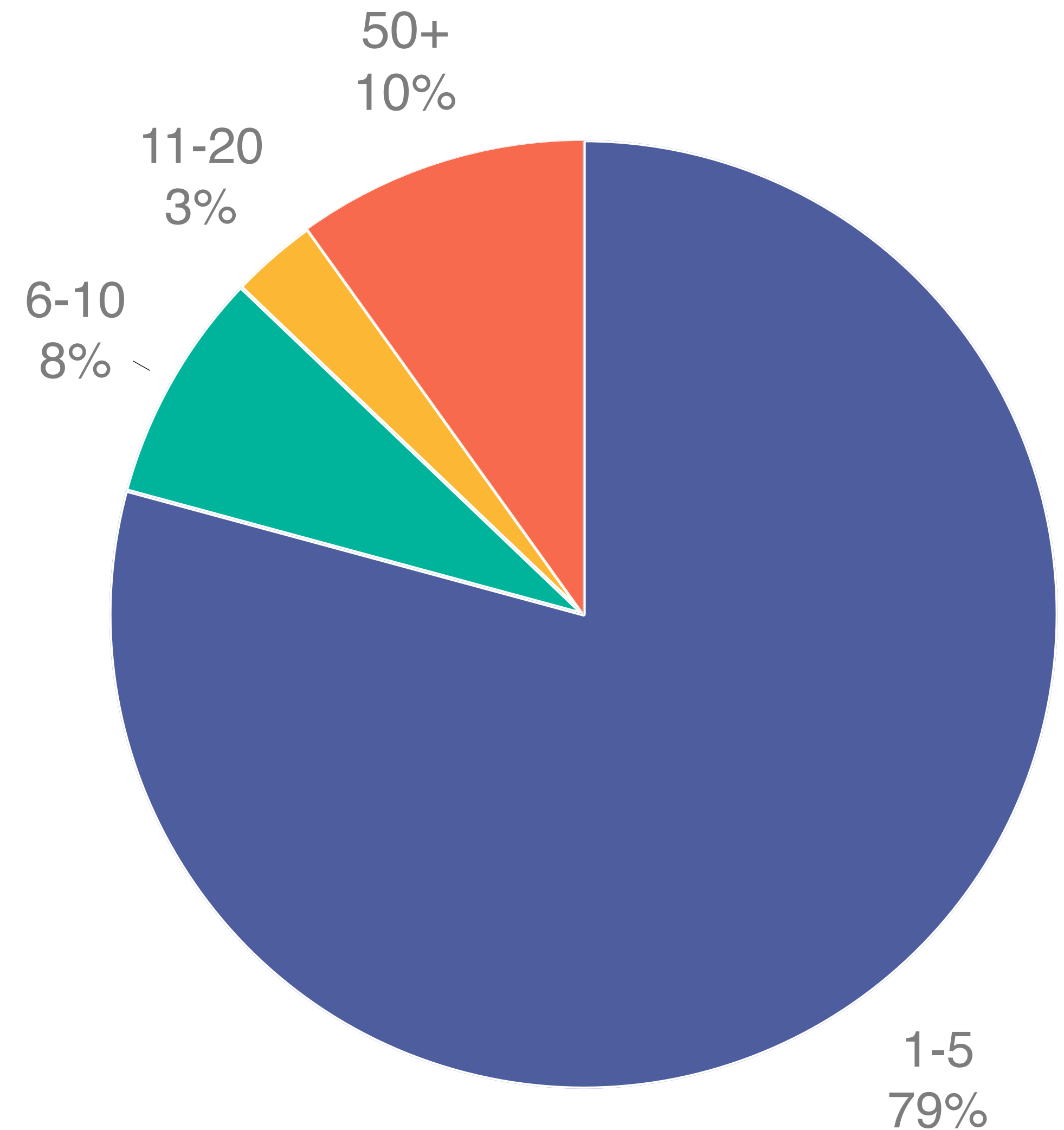
How many Mautic instances are you supporting?

The majority of respondents are supporting between 1-5 instances of Mautic.

A small number of respondents make up a large volume of Mautic instances (these are likely agencies and/or SaaS providers)

74 responses

mau.tc/2021-survey



04.

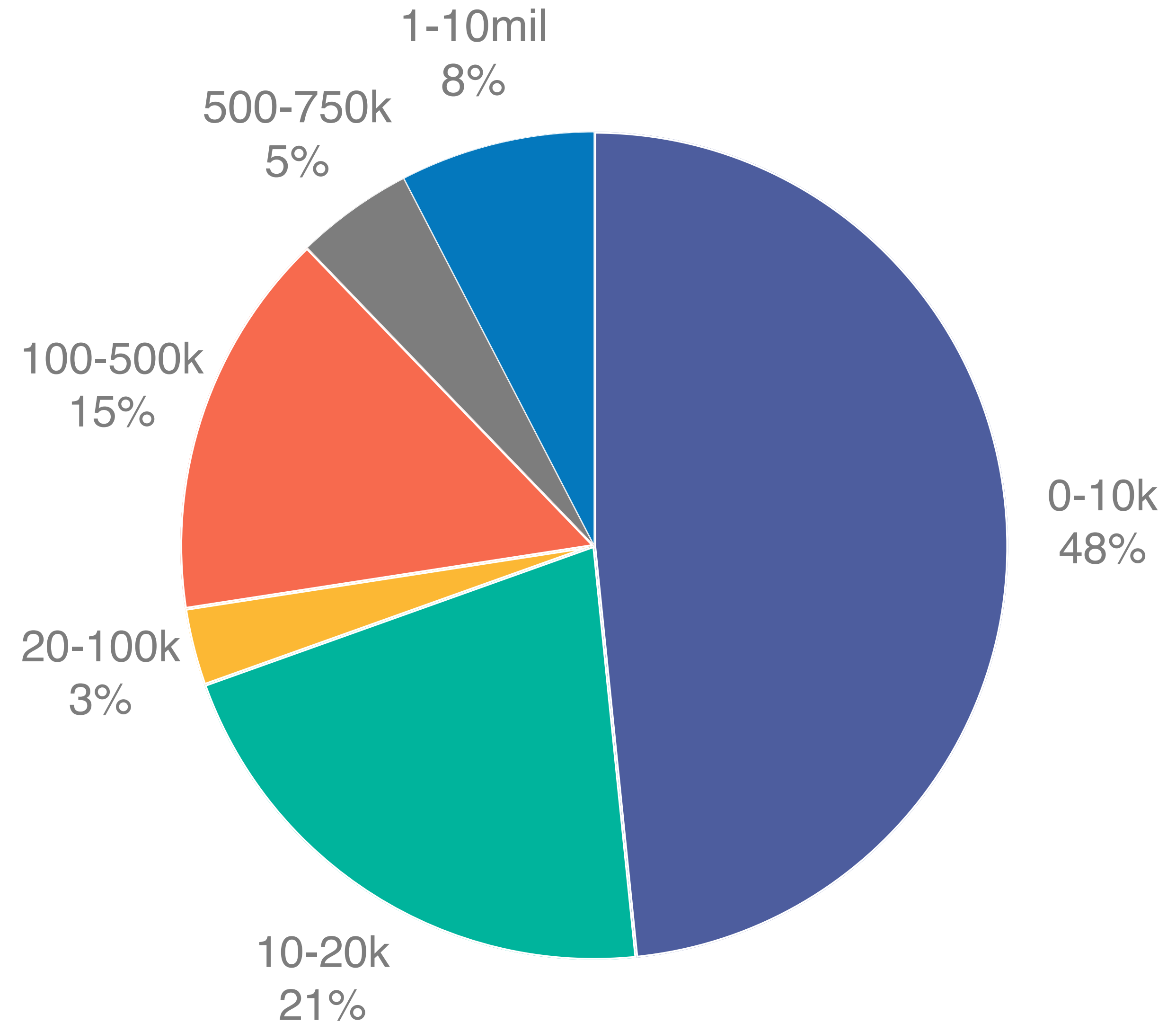
How many identified contacts are in your largest instance?

Just under half of respondents are what we would call 'small scale' users of Mautic (under 10,000 identified contacts).

Over a quarter of respondents are using Mautic at scale (200k+ identified contacts).

74 responses

mau.tc/2021-survey



05.

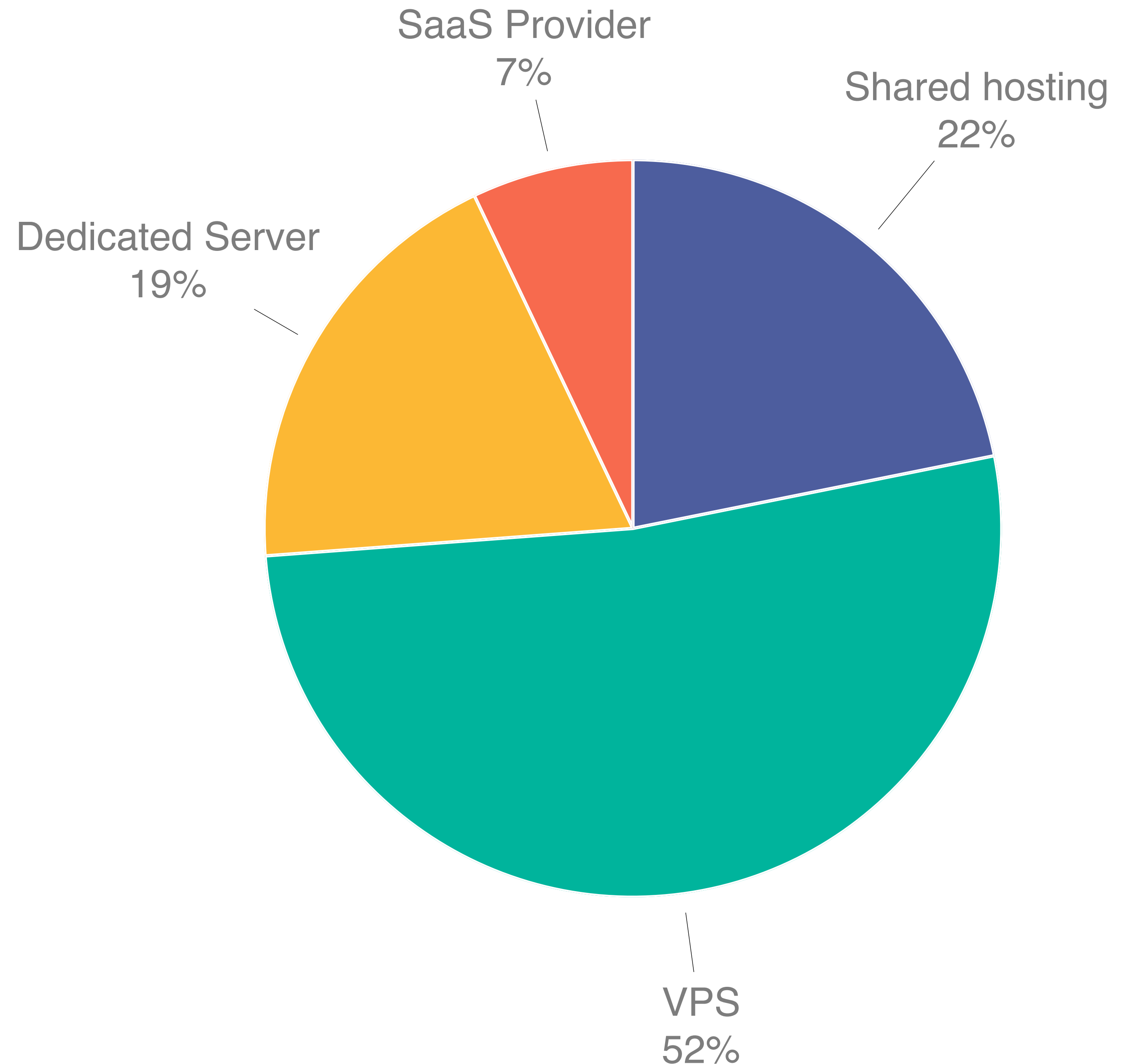
Where are you hosting production instances?

The majority of respondents are hosting Mautic in the recommended environment of a VPS or Dedicated Server (or SaaS).

There is still a good amount of shared hosting in use which could be a challenge going forward.

74 responses

mau.tc/2021-survey



06.

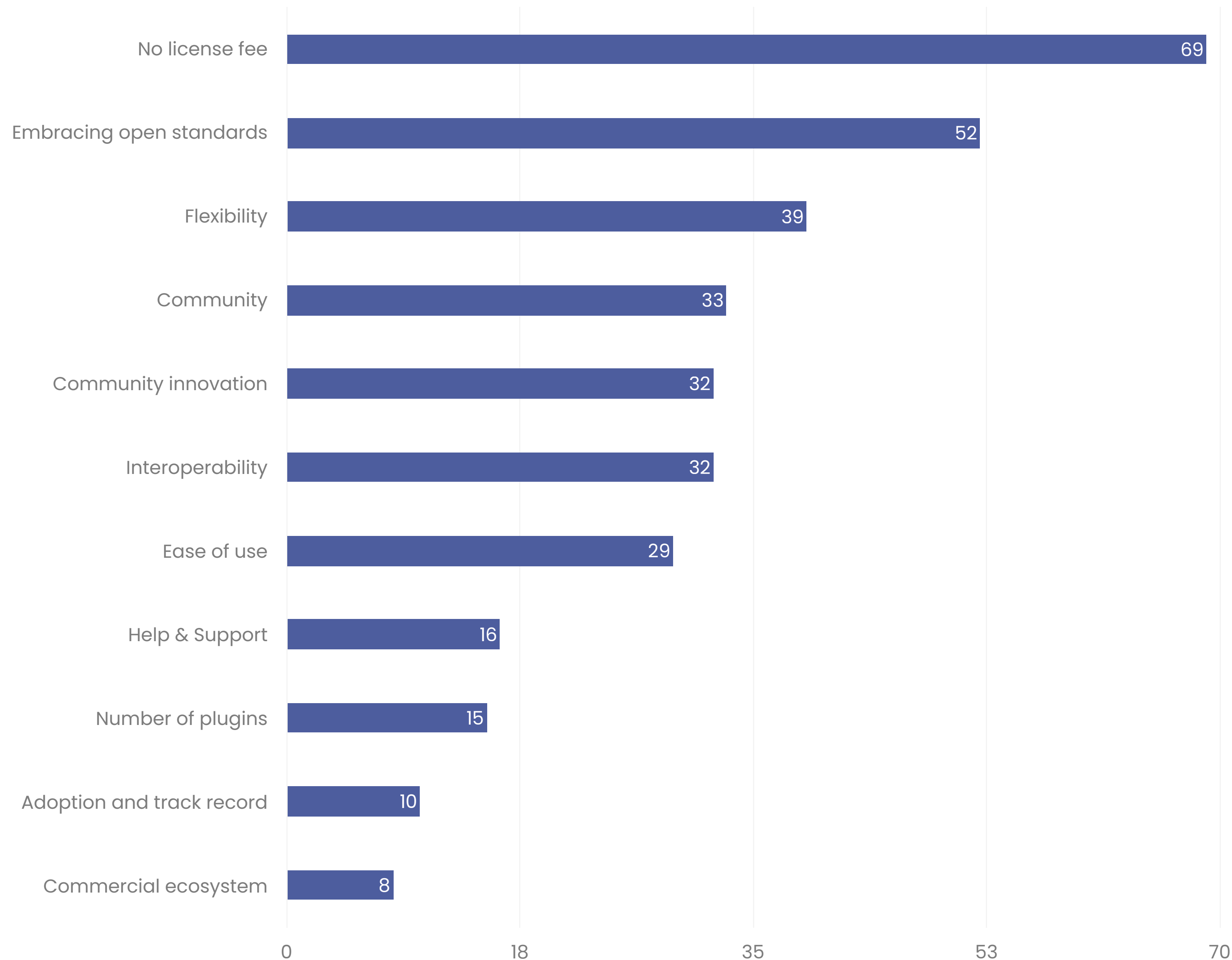
What makes Mautic awesome?

Unsurprisingly the strongest sentiment is around the project being open source and free to use.

The value of the community is also well represented, and the flexibility to customise Mautic to your own requirements.

80 responses

mau.tc/2021-survey



07.

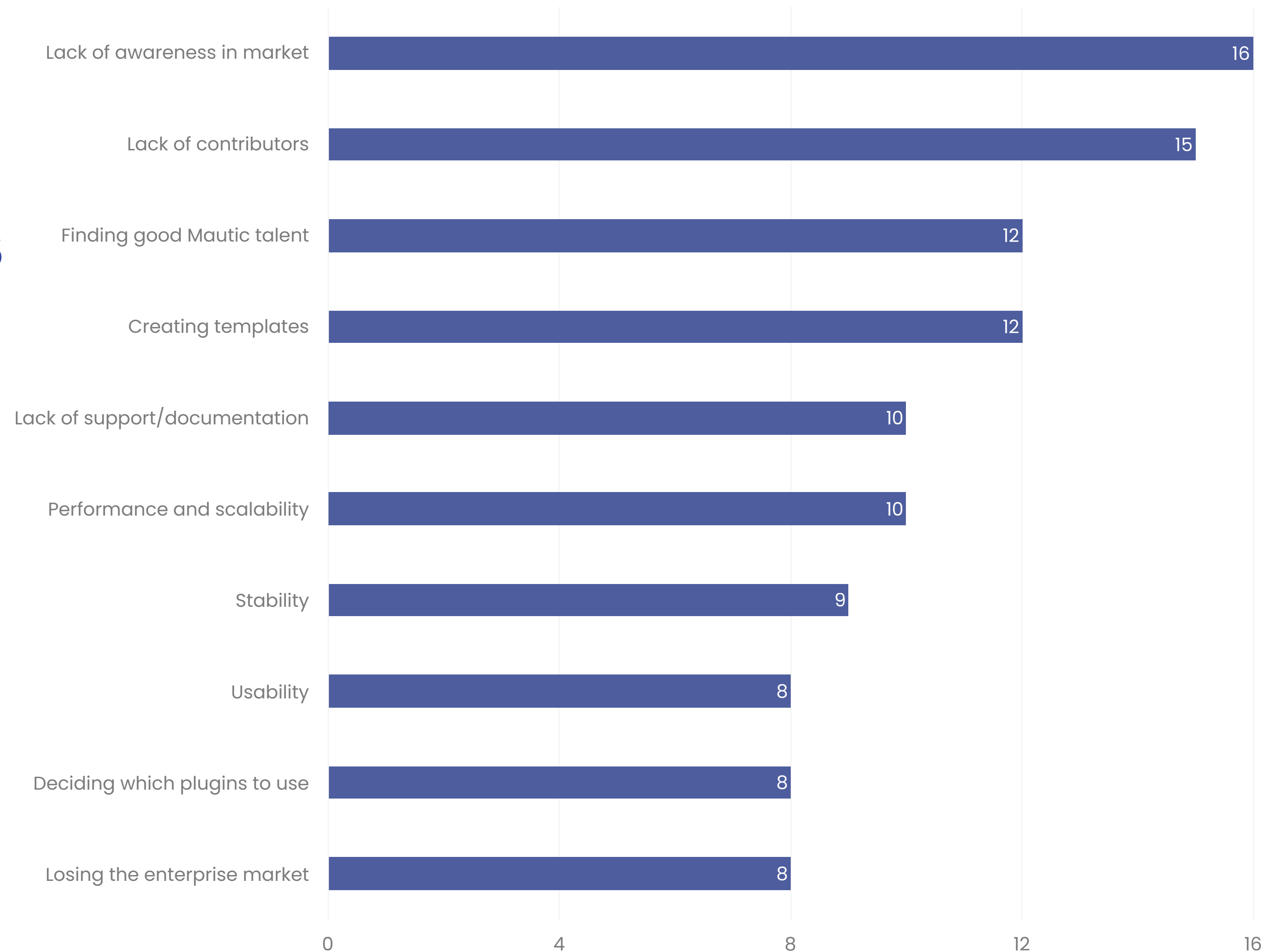
What are Mautic's biggest challenges?

The top 10 challenges based on being ranked 5/5 are listed here.

Several of these we will be addressing over the course of the next year through Strategic Initiatives.

80 responses

mau.tc/2021-survey



08.

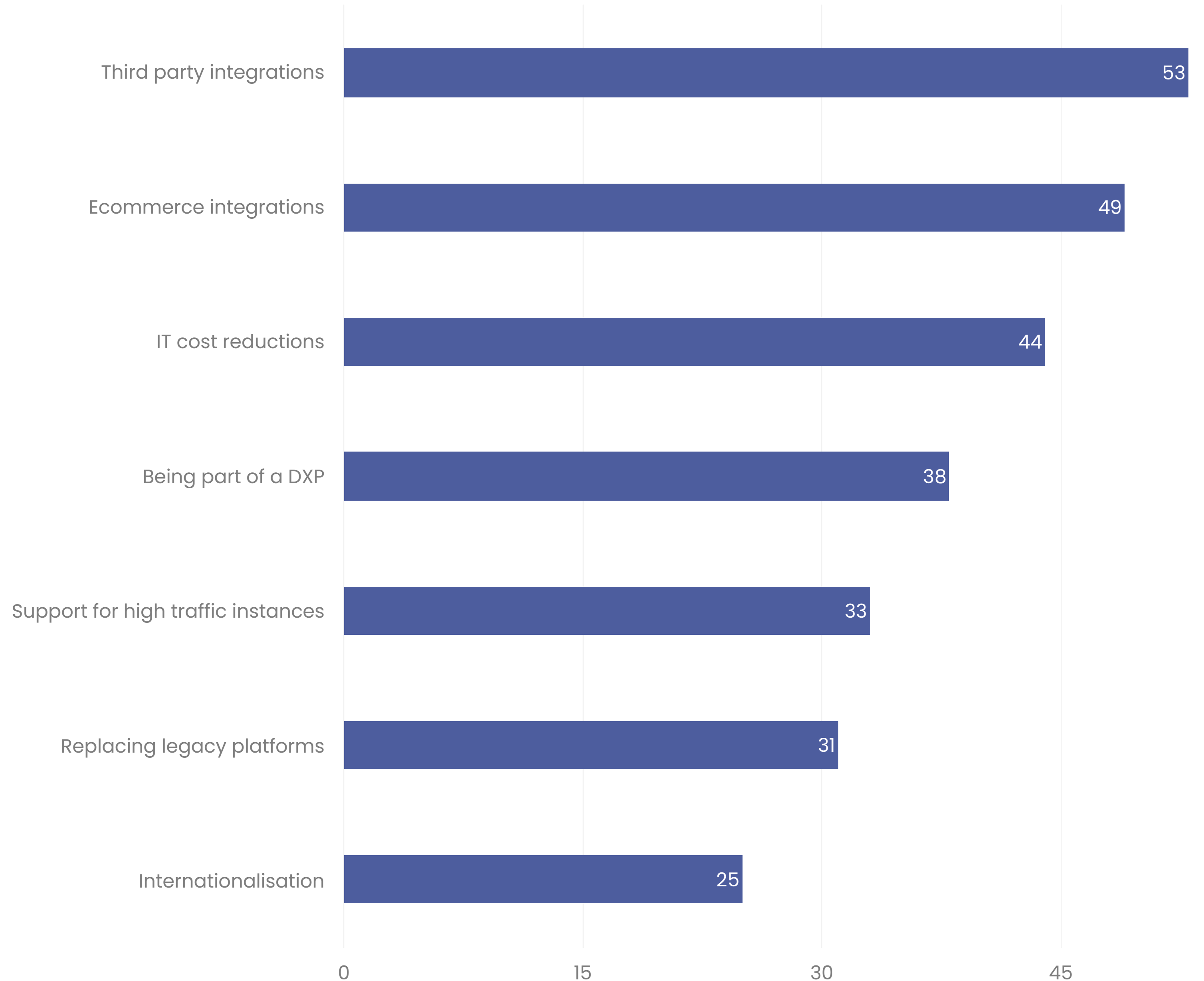
What are Mautic's biggest opportunities?

The top 10 opportunities based on being ranked 5/5 are listed here.

A definite need to grow the ecosystem around Mautic, and some useful topics for the Marketing Team to showcase Mautic's strengths.

74 responses

mau.tc/2021-survey



09.

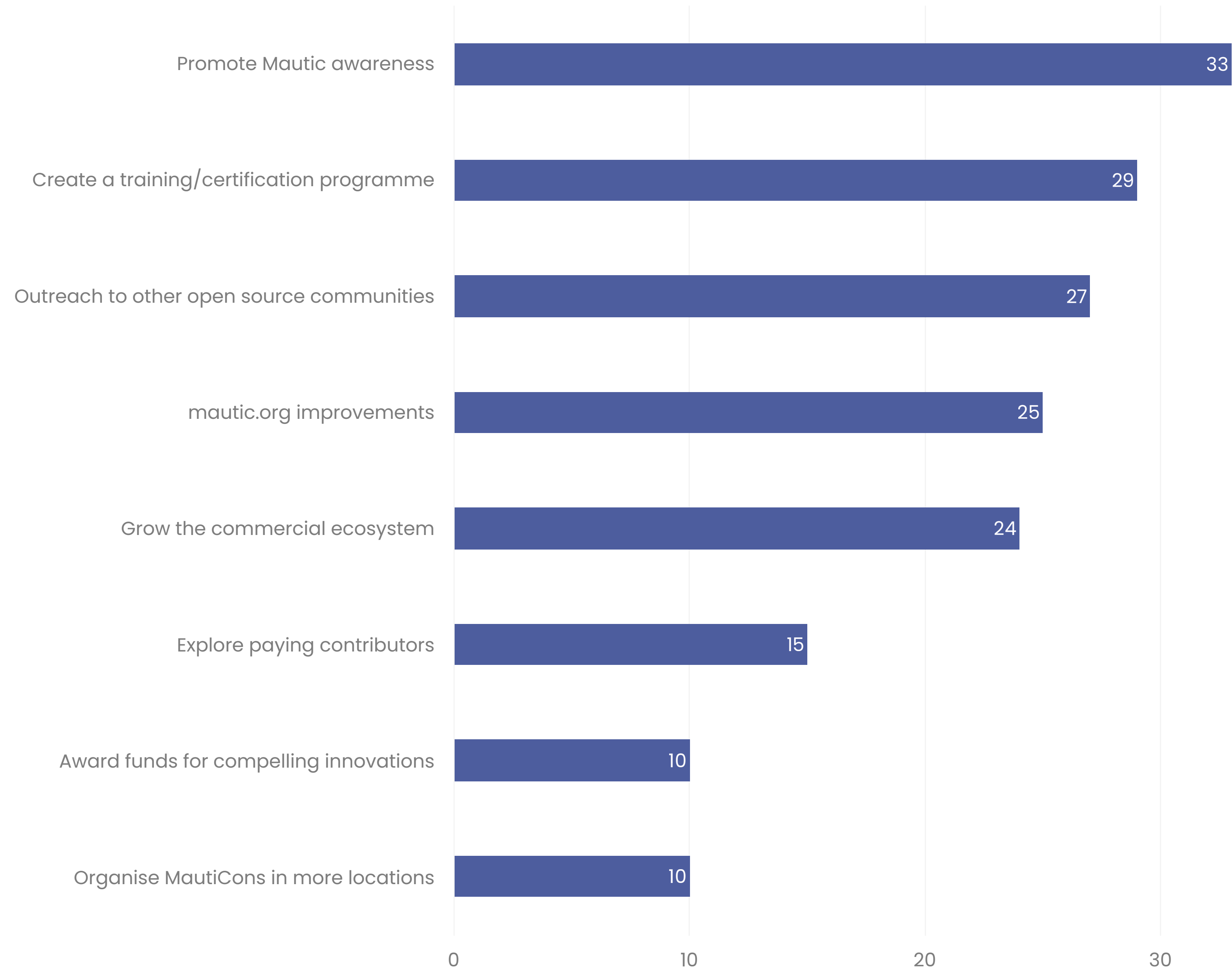
What should the Mautic Community Leadership Team focus on?

The top things that respondents felt the Leadership Team should focus on.

Several of these we will be addressing over the course of the next year through Strategic Initiatives and working groups, some already underway.

74 responses

mau.tc/2021-survey



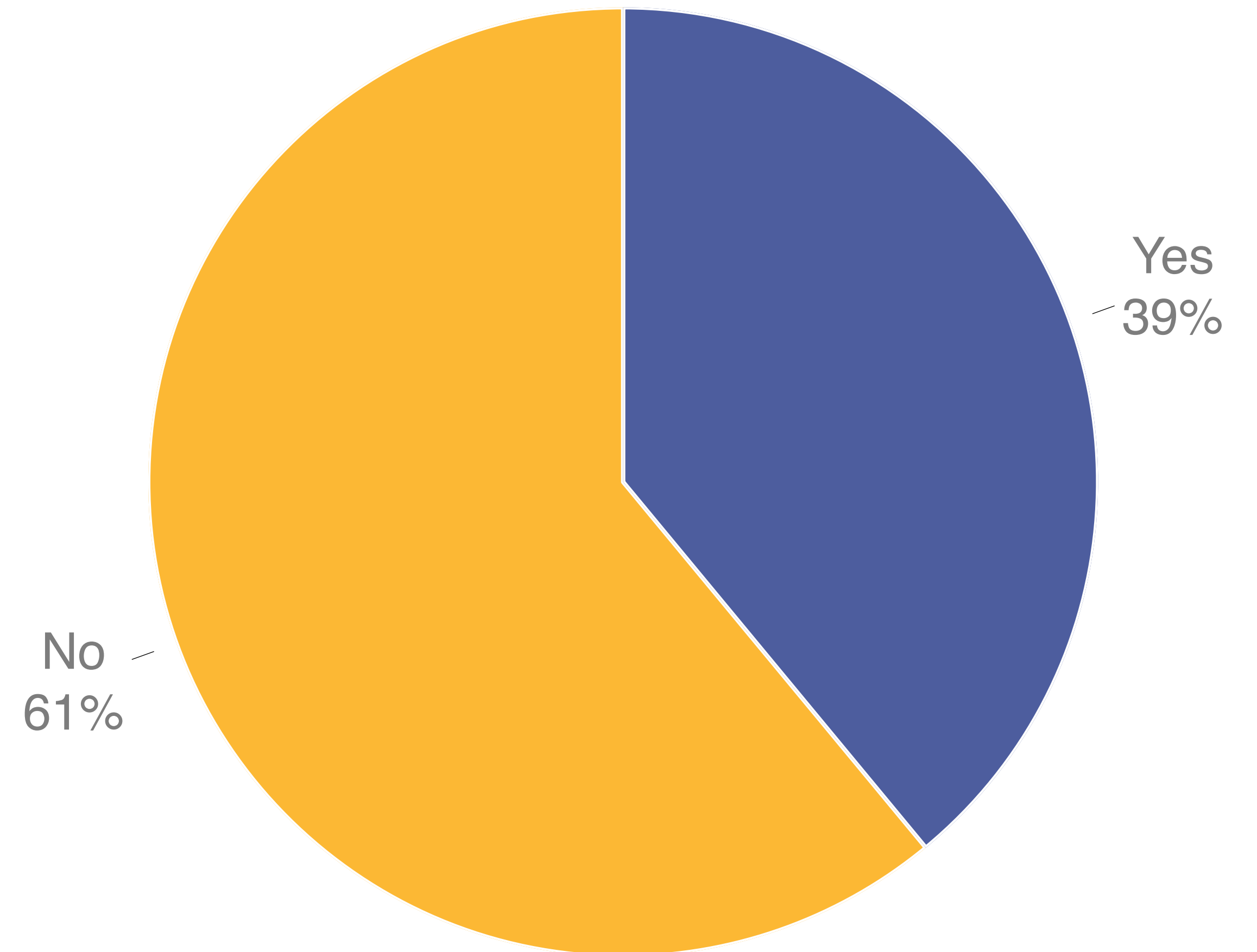
10.

Have you ever contributed to Mautic?

The vast majority of Mautic users who responded to the survey have never contributed to Mautic.

82 responses

mau.tc/2021-survey



11.

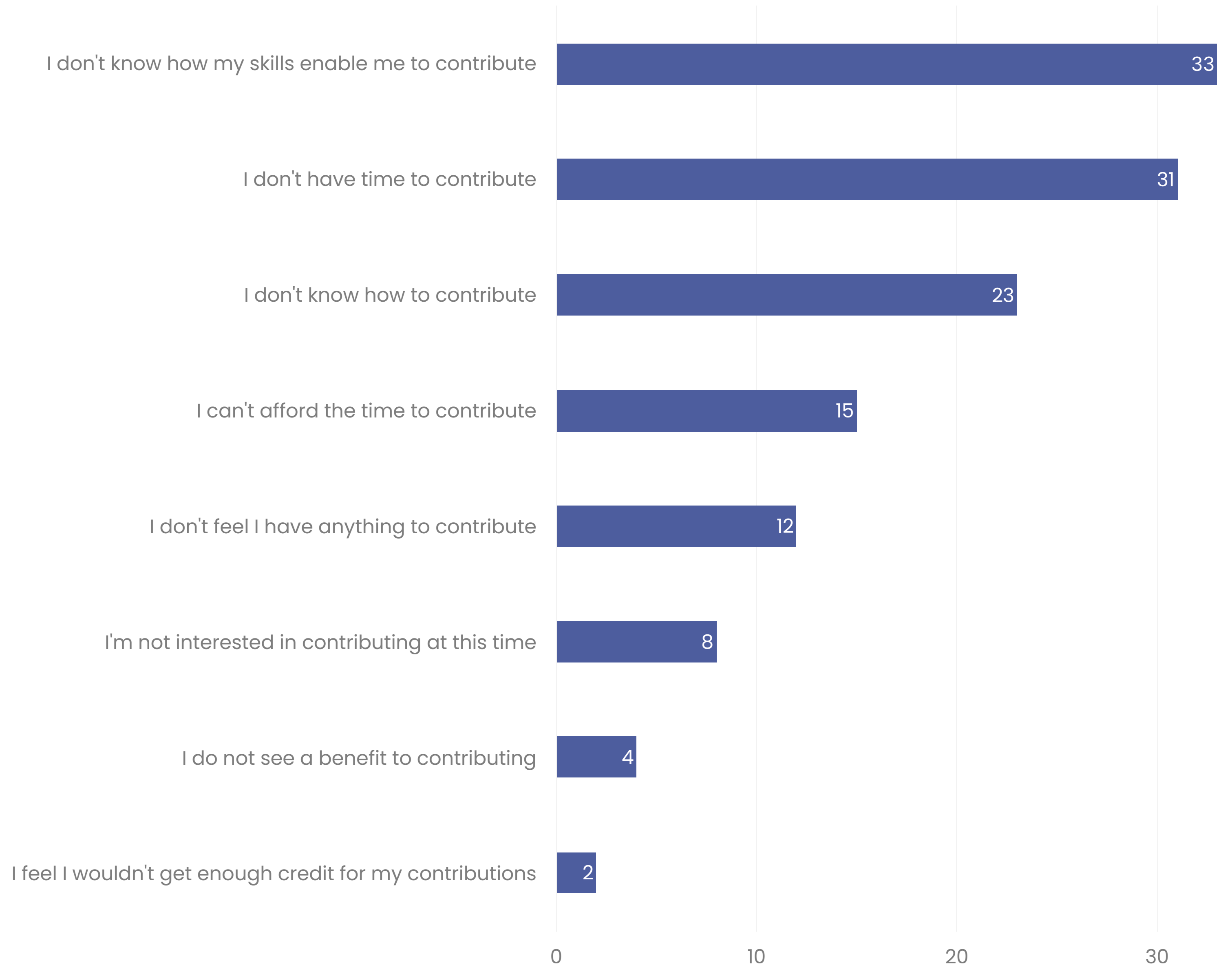
What impacts your ability to contribute to Mautic?

The main points raised in this question suggest that we need to get better at helping folk understand where they can best contribute to Mautic, and making that process as easy as possible.

Also ensuring that there are ways for people to be compensated for their time where appropriate.

82 responses

mau.tc/2021-survey





STRATEGIC INITIATIVES UPDATE

The background of the slide features a collage of yellow sticky notes with handwritten text, overlaid with a white hexagonal grid pattern. The sticky notes contain various phrases such as 'The Optimizer', 'The Planner', 'Groups of friends travelling together', '2. PROBLEMS / PAINS', 'Which problems do you solve for your customer?', 'There could be more than one explore different sides', 'eg. existing solar solutions for private houses are not considered a good investment (1).', 'X', 'TOO MANY POINTS FOR COMPARTMENT', '(F1) Hard to coordinate working for a group.', 'TOO MANY TABS', and 'CUB'.

Strategic Initiatives

- Initiatives are groups of people coming together to work on a particular area of focus.
- Grounded in
 - ★ User insights
 - ★ Product vision
 - ★ Market insights
 - ★ Community discussion

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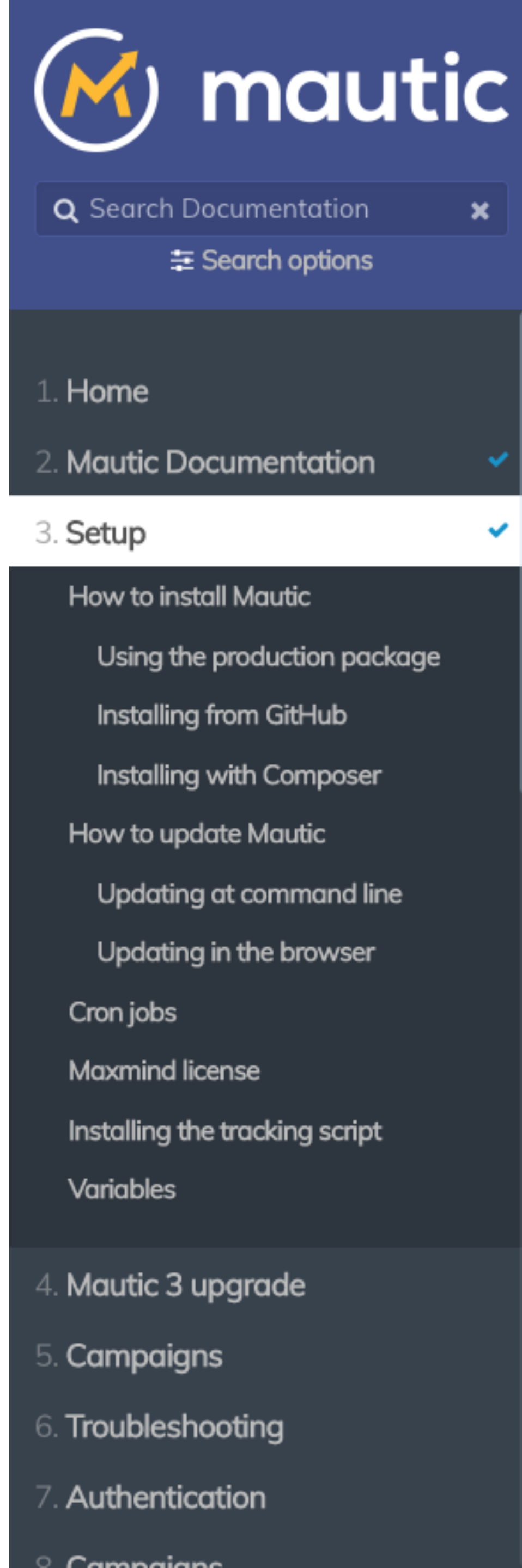
INSTALL / UPDATE INITIATIVE

To do:

- Installation / setup tutorials for latest operating systems
- Tutorials for Docker, Kubernetes etc
- One-click images for common tools (e.g. Digital Ocean)

INSTALL/UPGRADE

Improving the installation and upgrade experience for Mautic users.



Reading time: ⌚ 0 minutes

There are some basic tasks you need to do to get st

Check out the following resources:

- [How to install Mautic](#)
 - [Using the production package](#)
 - [Installing from GitHub](#)
 - [Installing with Composer](#)
- [How to update Mautic](#)
 - [Updating at the command line](#)
 - [Updating in the browser](#)
- [Setting up cron jobs](#)
- [Setting up MaxMind](#)

Note

Found errors? Think you can improve this documentation? [🔗](#)

The graphic features a central dark blue circle with a white border, containing the text 'RESOURCE MANAGEMENT INITIATIVE'. This circle is set against a background with a horizontal gradient from orange on the left to blue on the right. Overlaid on this background is a complex network of white lines and dots, resembling a circuit board or a data network, which radiates outwards from the central circle.

RESOURCE MANAGEMENT INITIATIVE

The background features a gradient from orange on the left to blue on the right, overlaid with a complex network of white circuit-like lines and dots. A large blue circle with a white border is centered in the image.

MARKETPLACE INITIATIVE

COMING SOON



MARKETPLACE

Enabling Mautic users to manage their plugins and themes from within Mautic.



WHAT NEXT?

“

Our vision is to be the ultimate fully featured and scalable **marketing automation layer** that can stand alone or be dropped into any existing tech stack, enabling organisations to seamlessly deliver an **integrated, personalised digital experience** that delights marketers and customers alike.

As a Marketer,

I want to be able to import and
export campaigns,

So that I can quickly set up
the most common campaigns,

And my new users can access
pre-made best practice
campaigns.



01

46

Campaign templates and import/export

Ideas and Feature Requests

■ on-roadmap 46 votes

Limit

NW

nickw

1  Sep '18

Comparing Mautic with other well known Sales Funnel software, it seems Mautic is missing the ability to export and import campaigns. I found a discussion on Github about the same [here](#) ³⁹. If Mautic had this feature then campaign templates could be pre-prepared for specific business types or funnel types. Starting with a campaign template might be helpful for some people to get started.



Reply

 Exporting Campaign Templates ⁹

created



Sep '18

last reply



Dec '20

22

replies

3.4k

views

13

users

13

likes

7

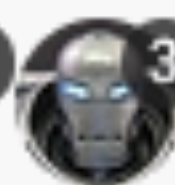
links



5



3



3



Campaign Library Initiative

#1 requested feature on the forums

- Enable the export and import of campaigns
- Provide a library of best-practice campaigns within Mautic
- Enable new Mautic users to jump-start their marketing automation
- Help us to collectively 'raise our game'

01

02



As a potential contributor,

I want to know how my skills
can help the project,

Be able to find tasks suitable
for me to work on,

And to have my contributions
recognised.





02

2022: The Year Of The Contributor Initiative

Improving how we work with contributors

- Improve the onboarding process for new contributors
 - Explore ways to engage Mautic users and encourage them to contribute to Mautic
 - Recognise and retain our existing contributors
-

03

As someone who needs a marketing automation solution,

I should know about Mautic as a viable option (via SaaS or self-hosted),

And be able to access resources to aid decision making,

So that I consider open source solutions in my procurement process.



Promote Mautic Initiative

#1 outcome from Community Survey

- Growing awareness within Open Source circles of Mautic
- Sharing Mautic with the wider world
- Growing adoption and awareness of Mautic in the marketing automation industry

03





Strategic Initiatives 2022-23



INSTALL/UPGRADE

Improving the installation and upgrade experience for Mautic users.



RESOURCE MANAGEMENT

Enabling Mautic users to work more effectively by organising their resources within Mautic.



MARKETPLACE

Enabling Mautic users to manage their plugins and themes from within Mautic.



CAMPAIGN LIBRARY

Enabling users to quickly get started with reproducible best practice workflows.



CONTRIBUTORS

Attracting and retaining contributors to help us build and grow Mautic.



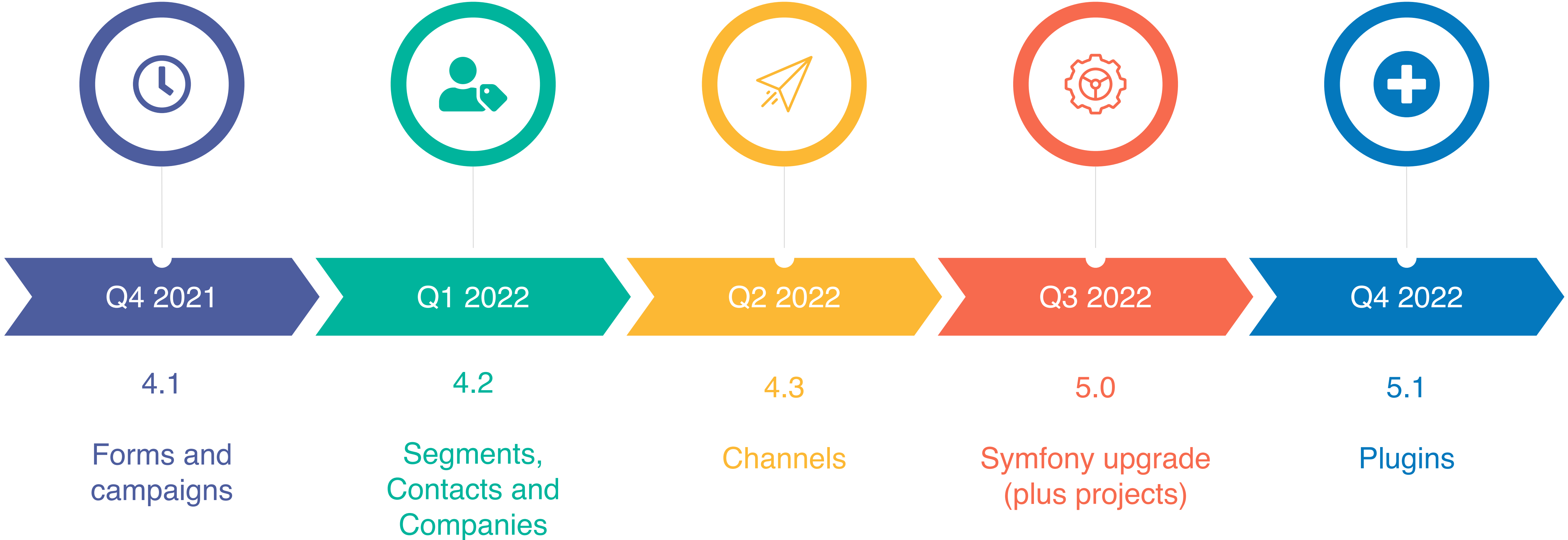
PROMOTE MAUTIC

Spreading the word and widening the awareness of Mautic within open source and business.



2022 ROADMAP

RELEASE THEMES



PROVISIONAL ROADMAP

Q4 2021

- **PHP 8 Support (Community)**
Work in progress to deliver PHP 8 support in time for the 4.1 release.
- **Performance & Scalability (Acquia)**
Ongoing work to improve performance and scalability of Mautic by the R&D team at Acquia.
- **Install/Upgrade Initiative Part 1 (Community)**
Implement better checks inspired by those in the Mautic 3 upgrade into the install and upgrade process to reduce failed upgrades/installs.

Q4 2021



Mautic Marketplace Part 2 (Community)

Implement the ability for users to manage plugins from within Mautic.



Improvements to the Preference Centre (Webmecanik)

Some improvements to the existing preference centre in Mautic.

Q1 2022

- Resource Management Initiative (Community: Acquia + Deeper)

Implementing a system for Mautic users to organise resources into projects. UX work by Acquia, development work by Deeper.

- Transactional / Operational Emails (Acquia)

Implementing the ability to communicate with contacts when they have unsubscribed for the purpose of operational information such as password resets, e-commerce notifications and so forth.

- A/B testing in Campaigns (Acquia)

Implement the ability to A/B test campaign workflows in Mautic.

Q1 2022

Symfony 5 update

Updating Mautic to support Symfony 5.

ReCAPTCHA v3 for forms and email clicks (Webmecanik)

Implementing support for ReCAPTCHA v3 for forms and email clicks in Mautic.

Q2 2022

PHP 8.1 Support (Community)

Implementing support for PHP 8.1.

Multi-table management (Webmecanik)

Implementing the ability to create custom tables within Mautic to store extra data related to contacts, which is customisable to meet the needs of the marketer - for example the data might include invoices, products, and so forth.



Q4 2022



Improved reporting and analytics (Acquia)

Introducing various improvements for the reporting and analytics features within Mautic.



EXCITING
TIMES
AHEAD!

Ruth Cheesley

Mautic Project Lead @ Acquia

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What questions can I answer?



@RCheesley 